

FEEDback

Recommendations for a Food Media Initiative

Green Door Brand Design



Table of Contents

Executive Summary	2
Food Media Initiatives	3
The Slow Food Movement	4
SWOT Analysis	5
Brand Design and Advertising	7
Recommendations	11
References	13
Appendix A (Presentation)	14
Appendix B (Advertisements)	22

Executive Summary

Report Overview

The following report is a multi-faceted approach to recommending effective brand design and other opportunities for a new Food Media Initiative, FEEDback, scheduled to come to the Ithaca College campus in the fall of 2012. Green Door Brand Design took into account the client's needs, and launched a company-wide project to address specific areas of brand design and other business opportunities. Conclusively, Green Door Brand Design conducted research on food media initiatives and the slow food movement in order to come up with recommendations for FEEDback. These recommendations include a name for the initiative, a selection of slogans, a logo for the initiative, and a few poster advertisements promoting the organization. We believe that these materials combined with some of the other suggestions highlighted in the recommendations section will aid FEEDback in creating a well-established slow food movement and food media initiative on the IC campus, and beyond.



Food Media Initiatives

What is Food Media?

In simple terms, food media is food news. This news is generally expressed through marketing campaigns, advertising, and a variety of visual and digital media. Its purpose is to inform people about food related topics, such as creating recipes, learning how to start your own food blog, critiquing meals and restaurants, world hunger, and health issues. One example of an existing “food media” website is Chow.com, which highlights recipes, cooking techniques, and news. It is devoted to the pleasure of food and drink and is updated daily (“Chow.com: About”). Another website, Foodgawker.com, is a photo gallery by food bloggers from around the world. It allows you to “feed your eyes” and discover amazing recipes (“Lai, 2008”).

Colleges and Food Media

There are several colleges that have integrated the idea of food media into a curriculum. One example is St. Joseph’s University, which offers food marketing as a major. According to the university’s website, this major is the only one of its kind. “A unique aspect of the Food Marketing department is that most of the faculty have worked full time in the food industry and have practical first-hand experience of the industry in which they teach. Students study important issues from faculty who inform and influence the industry and public policy sectors regarding leading food issues” (*Career development center*, 2010). This program prepares students to enter the workplace as business analysts, buyers, market research analysts, sales managers and wholesale sales representatives.

Another example is the International Culinary Center, which has a focus on food writing and advertising. This differentiates from that of St. Joseph’s. Food writing and advertising are essential aspects of food media, which place specific emphasis on food blogging. According to the International Culinary center, “As opportunities in “old media” become more limited, the number of food notable blogs—and food writers who make a name for themselves through their blogs—keeps growing every day” (“International Culinary Center, 2012”). The food media courses offered within this program cover a wide range of topics, from the craft of food writing to nutrition issues.

IC and Food Media

Ithaca College does not currently offer a curriculum similar to the ones at St. Joseph’s and the International Culinary Center. However, Barbara Adams, an associate professor of writing at IC, teaches a food writing class. In addition, ICTV features cooking shows *Ithaca Eats* and *Beyond Ramen*. *Ithaca Eats* emphasizes the importance of locally grown food and community, while *Beyond Ramen* aims to teach students to make convenient and accessible meals without relying on microwaves or pre-packaged foods.

The Slow Food Movement

What is Slow Food?

According to slowfood.com, “Slow Food is global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment” (“*Slow food international*”). Slow Food was founded to oppose the rise of fast food for the sake of eating quickly, the disappearance of local food traditions, and the decreasing interest in how what people eat can affect themselves and others who may be processing the food beforehand.

Slow Food Dissected

The slow food movement can be broken into two basic ideas. The first is the importance of knowing where one’s food comes from. One of the many problems with fast food is that it is difficult to know the exact origin of the food, or how it was prepared. The Slow Food movement puts emphasis on using local produce, only eating foods that are in season, and appreciating how the food ends up on one’s plate.

The second basic idea of the slow food movement is the importance of enjoying one’s food. When ordering fast food, people are generally looking for a quick and easy meal that does not require much effort to prepare. Contrary to this, slow food encourages people to put time into preparing a meal to get more enjoyment out of it. In addition to enjoying food, people have a chance to enjoy their company and to enjoy eating more healthily, since eating in the slow food fashion allows the stomach to digest more easily.



SWOT Analysis for FEEDback

Strengths

- FEEDback will appeal to people who wish to delve deeper into intellectual debate and discussion.
- FEEDback will appeal to those who have a vested interest in discovering new food.
- FEEDback will provide an outlet for people who wish to gain experience in marketing in the food industry.
- FEEDback is providing a free service to the public by highlighting restaurants' strengths and weaknesses and making this information accessible to consumers.
- FEEDback will provide reliable ratings because participants will be able to focus on the quality of their food without worrying about the cost.
- The critiquing of restaurants will allow the organization to build strong bonds with local restaurant owners, which could lead to future internship opportunities for students.

Weaknesses

- Recruiting participants may be hindered by the large time commitment that is required of members.
- At first, the Executive Board will be the only group participating in restaurant outings. It could be hard to allure other members if they are not going to be able to experience all that the organization has to offer.
- Monetary resources may be limited, resulting in conflicts regarding transportation, fundraising, and grant acquisition.
- Getting people and equipment from one destination to another could prove difficult.

Opportunities

- The focus on slow food will promote decisive and deliberate partaking of food in order to appreciate it. This philosophy toward eating would discourage overindulgence and promote healthier eating habits, leaving the organization with the tools to positively counteract the obesity epidemic.
- FEEDback can collaborate with the preexisting slow food club on campus to more effectively promote the idea of slow food, thus helping FEEDback gain vested followers who care about the organizations' affairs.
- After establishing credibility, FEEDback has the potential to use well-built relationships with local restaurant owners to exist symbiotically.
- FEEDback can tap into existing IC programs, such as Wellness Wednesdays, to promote the benefits of all aspects of the food media initiative.
- Use existing classes, such as Food Writing, to extend the classroom to students who are passionate about food media.
- Social media, blogging, and ICTV are ways in which FEEDback could use free resources for promotion.

Threats

- There is already an existing slow food club on campus, so there will be competition for gaining followers, club members, and credibility.
- Negative critiques of dining establishments written by FEEDback, although honest, could have the potential to hurt the club's relationships with local restaurant owners, chefs, and/or others working in the food industry.
- Restaurants identifying themselves as supporters of the slow food movement may be on a tighter budget than most, and may be more reluctant to entertain FEEDback.
- The grant approval process is sometimes rigorous and unreliable. Another source of funding for FEEDback should be sought out immediately.
- Restaurants may not be accepting of accommodations needed for FEEDback to successfully carry out its outings.
- FEEDback giving restaurants unfavorable ratings in terms of quality of service or quality of food could damage relationships with chefs and/or restaurant owners, rendering the organization with enemies in its industry.



Brand Design and Advertising

Logos & Slogans

Name

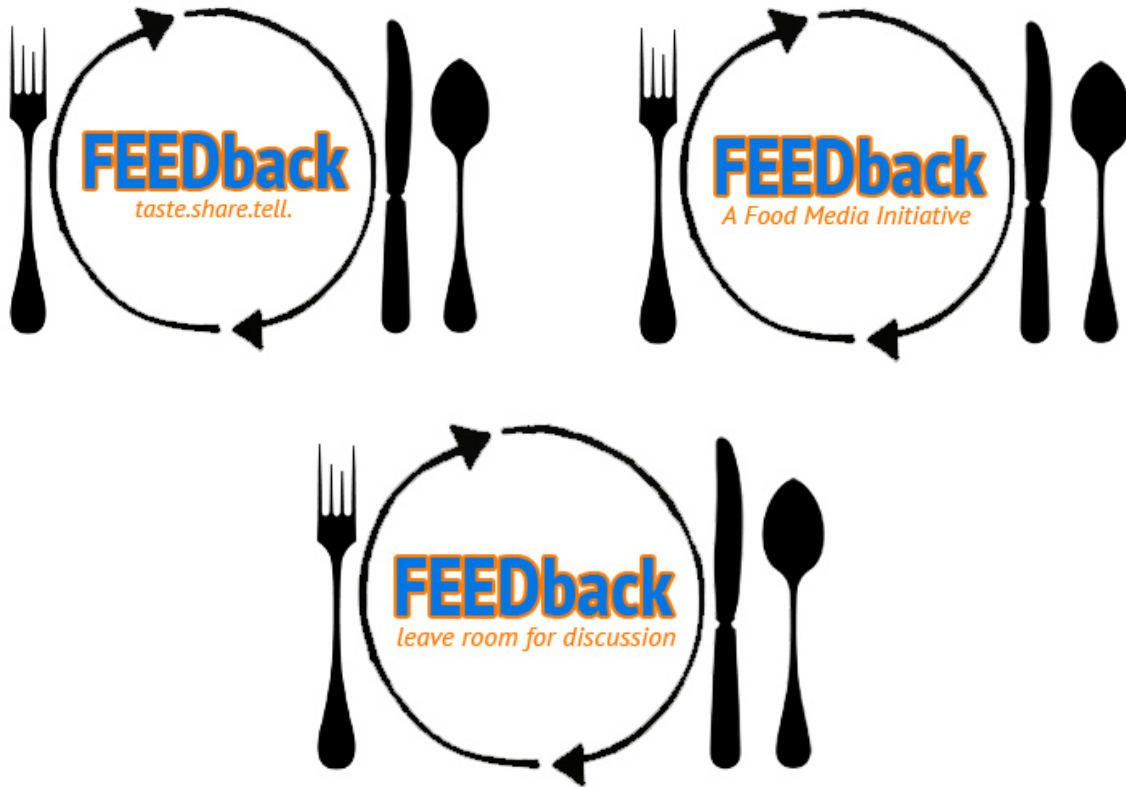
The name created by the design team at Green Door Brand Design to represent your organization is FEEDback. It is creative, unique, and truly captures the essence of your organization. By emphasizing the word feed, it shows that this is an organization developed around food. The word as a whole captures the discussion and media aspects of the organization; members will give feedback to each other during dinner discussion, and will also give feedback through various media about the dinner experience. The logo and slogans to accompany this title were carefully constructed to reinforce its mission. The team has created one logo idea, combined with three suggestions for slogans that we feel would be viable options for use by your organization.

Logo

The basic design for the logo is simple, concise, and eye-catching. The idea of the plate and utensil setup shows the focus of FEEDback. This imagery evokes the feeling of sitting down for dinner, not just for the food, but for all the components of a meal, including the discussion and people involved. The name in the middle immediately grasps the attention of the viewer. The arrows represent the basic concept of FEEDback, sharing experiences and learning during meals. It is also a unique way of making the plate shape while still being identifiable. In addition, the arrows act as a vector that allows the viewer to immediately see the name and how it connects to the image as a whole. The colors chosen to embody FEEDback are a light blue and a bright orange. These colors are entertaining, and follow the design principle of contrast in order to emphasize the typography. After trying numerous color combinations, our team felt that this was the one that most related to food without having other associations. Since FEEDback is originating at Ithaca College, we chose a play off of the Ithaca college colors - a form a blue and gold, yet still maintaining uniqueness to the club.



Slogans



The three slogans paired with the logos shown above differ greatly, but we are confident that they would all be successful in characterizing FEEDback. The first is “taste. share. tell.” These three words each convey an aspect that makes up the club. “Taste” is the restaurant component: the food that is being eaten and the meal itself. “Share” is what occurs during the meal: the conversation and debate between individuals. Lastly, the “tell” component is how FEEDback members tell others about their experience. This is the media aspect of the organization: the means by which FEEDback members’ experiences will be shared with others.

The second slogan, “leave room for discussion,” focuses on one of the most important concepts of FEEDback: making the dialogue during the meal just as important as the meal itself. It is visually appealing and urges one to contemplate its meaning. When hearing this slogan, though it may not provide information as to exactly what the organization is, it causes one to be intrigued, and want to gain more information. It makes one stop and think about how important discussion really is during a mealtime, which is signified by the table setup in the logo. By saying “leave room for discussion,” the slogan implies that the discussion is part of the meal itself, much the same way as saying “leave room for dessert.” Of course no one likes to leave out dessert, and this slogan shows how in depth discussion should be treated the same.

The third slogan includes the original name of the organization, “A Food Media Initiative.” This slogan is informative, yet will make people wonder what the organization entails and want to learn more about what a food media initiative is. This slogan is simple and to the point, however, with the name FEEDback already having a high level of creativity, it makes for an effective addition.

FEEDback: Recommendations for a Food Media Initiative
Friday, April 27, 2012

The design team, on behalf of Green Door Brand Design, is confident that the name FEEDback, the logo design presented above, and any one of the presented slogans will help make this club successful. We believe that branding is one of the most important aspects of any organization, and it is therefore crucial that it interests people and uses design elements that are persuasive, intriguing and accessible. In choosing to use the branding aspects outlined above, we believe you will see the success that your club demands and deserves.

Advertising



The first poster advertisement that we created uses a menu style border. The border attracts the audience's eyes and gives an immediate understanding of what the poster is about. Important and intention grabbing elements are in a larger font, whereas less important information is smaller. We decided to stay with the colors as the FEEDback logo. We used orange and blue to accent the logo at the bottom. The logo is big at the bottom so that people can start to recognize it. The border and blue and orange theme give room for repetition for use on other posters. This will allow them to be quickly recognized by those who are interested in food. Blue and orange are also complimentary colors, making them easy on the eyes. The white type against the orange background gives great contrast, which makes the text legible. The first line uses greater contrast to attract attention right away. The contrast and the vectors help the readers' eyes center and go up and down to read the poster. The first line or hook is "Interested in food, conversation, and media?" This has potential to grab many students because these are general topics that most people are interested in. The next line is "Want to explore the many restaurants Ithaca has to offer?" This question relates to what the club does and further fosters interest. These lines are brief and effective, and they establish what the club is about. The final line provides readers with a call to action to join the club, and provides contact information to allow them to follow through.



The second poster advertisement that we created also uses a menu style border. The purpose behind this is to attract the audience and give them an immediate understanding of what the poster is about. While the previous poster has two sections, this poster has only one section, which contains the plate and silverware. Although its size would suggest otherwise, the information from the first poster is also contained in this one. In this design, everything from the top section of the first poster has been moved inside the plate. This poster is effective in drawing attention to important concepts by utilizing white space. In order to maintain consistency throughout the campaign, the blue and orange color scheme was utilized for the text.

The importance of “FEEDback” and “A Food Media Initiative” are highlighted by their position at the top of the plate. “Interested in food, conversation, and media?” follows, concisely outlining the meaning and intention of the poster. The next line– “Want to explore the many restaurants Ithaca has to offer?”– gives people an incentive to read on by explicitly stating one of the more popular benefits of FEEDback.

Our philosophy when making these advertisements: the less people have to read the better. This motto holds especially true with our target audience. The last portion of the poster provides readers with a call to action, to email Jarrod for more information and to get involved with the club. It is also an effective way of giving people, who wish to get involved, contact information for accessing all the club has to offer.



Recommendations

This section will briefly state Green Door Brand Design's suggestions for FEEDback. These recommendations are based on the Research and Presentation team's exploration of sources on and off campus. From this research, we feel that we have gained a better understanding of what organizations related to food and media already exist and some of their main goals and ideas. In the following sections, we will provide ideas on how to integrate these ideas with preexisting ones. These sections will also provide our suggestions for advertising the club and encouraging students on campus to join.

Slow Food Movement

In order to build alliances on campus, as well as to ensure FEEDback is distinguished from other organizations, introduce the idea of FEEDback to students already involved with the Slow Food Club. If both parties are interested, perhaps join together to ensure the mission and objectives of both organizations do not heavily overlap. Too much overlap could deter student desire to participate in both organizations. This potential conflict of interest could hinder membership of FEEDback.

Slow food emphasizes the use of locally grown food to cook meals and enjoy them slowly. Instead of accepting offers from *any* restaurant that will sponsor the "out to dinner" aspect of the club, we suggest checking in beforehand with all of the willing restaurants to see how each prepares its food. Focusing on restaurants that use local products will help FEEDback gain credibility in the eyes of the slow food community. If possible, speak with chefs or restaurant owners before going to a restaurant to see if they have certain meals that follow the ideals of the slow food movement (locally grown, in-season fruits, veggies, etc.). Often restaurants are proud of these types of ideals, and they usually advertise them.

The Slow Food club holds "community dinners" once a week where students prepare food together and sit down to eat the meal as a group (Ithaca College Slow Food Club, personal communication, April 12, 2012). FEEDback could do something similar to this as a method for including all members in organizational activities. Club dinners could be more frequent than visits to restaurants, and the ideas of sharing good company, discussion, and eating more slowly would be maintained by preparing the food and eating together. It may be worthwhile to coordinate with the Ithaca Farmer's Market, or a similar establishment, to see if food could be donated for the club dinners. This would instill the ideals of slow food to all members, and provide an opportunity for all to see and work with it.

Advertising Opportunities

FEEDback can effectively advertise itself is by utilizing the health and nutrition related resources on campus. Taking advantage of Wellness Wednesdays on campus (held from 12-12:50 p.m. in the Taughannock Falls Room on the 3rd floor of the Campus Center) would allow FEEDback to reach a health conscious audience. Talking with this already motivated group would be a simple way to increase the awareness of FEEDback on campus. Wellness Wednesdays would give FEEDback the ability to network with a community of faculty members and students who would likely support the mission and objectives of the organization.

Friday, April 27, 2012

Targeting students in Food Writing, a course taught by Professor Barbara Adams, may be helpful in attaining club members with a specific skill set. Students who take her class might have new ideas for implementing food writing in FEEDback, and could be willing to use their skills to help establish the organization's credibility in the food writing industry.

Consider social media as an outlet for increasing student awareness of the organization. Creating hype on the Web about upcoming events (possibly a "Rush night" for interested students) helps to spread the word, allows for friends to share information with each other, and expands the number of potential members.

Food + Media = Food Media Initiative

Before jumping right into your own blog or cooking show, it would be beneficial to contact the existing cooking shows on ICTV, *Ithaca Eats* and *Beyond Ramen*, to see if a spokesperson from FEEDback could appear as a guest on one of their segments. These programs would help introduce FEEDback to students who are already viewing existing food media.

Contacting *The Ithacan* to see if space is available to introduce a column for FEEDback is another option for integrating the club with media and food writing before online space is available.



References

Blechman, B. J. (1993). Business plan evaluation scale. In *Go for the gold* (pp. 20-22). Upper Saddle River, NJ: Prentice-Hall, Inc. Retrieved from <http://www.prenhall.com/scarbzim/html/plan.html>

Brenner, L. J. (2012). Internal factor evaluation for google. *eHow Money*, Retrieved from http://www.ehow.com/info_12226243_internal-factor-evaluation-google.html

Career development center: Food marketing, haub school of business. (2010). Unpublished raw data, St. Joseph's University, Philadelphia, Pennsylvania. Retrieved from [http://www.sju.edu/studentlife/studentresources/careers/pdfs/Major Sheets/Food Marketing.pdf](http://www.sju.edu/studentlife/studentresources/careers/pdfs/Major%20Sheets/Food%20Marketing.pdf)

Chow.com: About. (n.d.). Retrieved from <http://www.chow.com/about>

Darkwah, K. F. (2010). *Swot analysis of google*. (Doctoral dissertation, London School of Management Education), Available from Adesua Global. Retrieved from <http://addghana.com/component/content/article/2-latest-news/17-swot-analysis-of-google.html>

Lai, C. (2008). *About foodgawker*. Retrieved from <http://foodgawker.com/about/>

McBride, A. (n.d.). *Center for food media at ice*. Retrieved from <http://www.iceculinary.com/professional/media.shtml>

Shaw, S. (n.d.). *Food blogging with steven shaw- 6 classes*. Retrieved from <http://www.internationalculinarycenter.com/food-blogging.htm>

Slow food international: About us. (n.d.). Retrieved from <http://www.slowfood.com/international/1/about-us>

Written business plan evaluation. (2011). (Master's thesis, Aquinas College) Retrieved from http://www.aquinas.edu/business/pdf/competition2012_evaluation.pdf

(2009). Employee performance review. *docstoc: Documents for small businesses & professionals*, Retrieved from <http://www.inc.com/tools/employee-performance-evaluation-form.html>





A Food Media Initiative

*for Jarrod Walczer
April 27, 2012*



Research



Slow Food

- What is Slow Food?
 - Eating Local
 - Eating Slowly
- Slow Food Nationally
- Slow Food on Campus



Food Media

- What is Food Media?
- Food Media on other campuses
- Food Media at Ithaca College





Design

Slogans

- *taste.share.tell.*
- *Leave Room for Discussion*
- *A Food Media Initiative*



Logo





[illegible]



Recommendations

Slow Food

- Meet with IC chapter
- Focus on locally grown food
- Alternative meal options



Advertising Opportunities

Advertising Opportunities

- Wellness Wednesdays
- Student outreach in food-related courses/majors
- Social media



Food Media Initiative

Food Media Initiative

- Making connections
- ICTV
- The Ithacan



**Interested in *food,*
*conversation, & media?***

**Want to explore the many
restaurants Ithaca has to offer?**

Join **FEEDback in Fall 2012.**

Email jwalcze1@ithaca.edu for more info/ to get involved



